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Enclosed herewith:

* Transmittal Document; and
* Appeal Brief.

Re: Application No. **09/617,906**

, Attorney Docket No: **JP9-1999-0152US1**

Date: Monday, December 06, 2004

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: **Minami et al.**

Serial No.: **09/617,906**

Filed: **July 17, 2000**

For: **Method and Apparatus for Deciding Display Information**

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§

Group Art Unit: **2178**

Examiner: **Schlaifer, Jonathan D.**

Attorney Docket No.: **JP9-1999-0152US1**

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Respectfully submitted,

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Docket No. JP9-1999-0152US1   *PATENT*

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re application of: **Minami et al.** §	
§	Group Art Unit: 2178
Serial No. **09/617,906** §	
§	Examiner: **Schlaifer, Jonathan D.**
Filed: **July 17, 2000** §	
§	
For: **Method and Apparatus for** §	
Deciding Display Information §	

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>
> By: _Carrie Parker_
>   Carrie Parker

APPEAL BRIEF (37 C.F.R. 41.37)

This brief is in furtherance of the Notice of Appeal, filed in this case on October 4, 2004.

The fees required under § 41.20(B)(2), and any required petition for extension of time for filing this brief and fees therefore, are dealt with in the accompanying TRANSMITTAL OF APPEAL BRIEF.

(Appeal Brief Page 1 of 26)
Minami et al. – 09/617,906

REAL PARTY IN INTEREST

The real party in interest in this appeal is the following party: International Business Machines Corporation.

RELATED APPEALS AND INTERFERENCES

With respect to other appeals or interferences that will directly affect, or be directly affected by, or have a bearing on the Board's decision in the pending appeal, there are no such appeals or interferences.

STATUS OF CLAIMS

A.   TOTAL NUMBER OF CLAIMS IN APPLICATION

Claims in the application are: 1-11

B.   STATUS OF ALL THE CLAIMS IN APPLICATION

1. Claims canceled: 1, 3, 5, 7, 9, 10
2. Claims withdrawn from consideration but not canceled: none
3. Claims pending: 2, 4, 6, 8, 11
4. Claims allowed: none
5. Claims rejected: 2, 4, 6, 8, 11

C.   CLAIMS ON APPEAL

The claims on appeal are: 2, 4, 6, 8, 11

STATUS OF AMENDMENTS

An amendment after final was filed by Appellants on September 07, 2004, and entered by the Examiner on October 27, 2004.

SUMMARY OF CLAIMED SUBJECT MATTER

A. CLAIM 2 - INDEPENDENT

Claim 2 is directed to a method for deciding display-information, and transmitting such display-information to an information terminal. A page template (specified by a display-information obtaining request sent from the information terminal) is analyzed, and display-area specifying information is obtained from the page template (Specification page 38, lines 6-21; page 6, lines 16-20). A plurality of banner beans, related to the display-area specifying information, are obtained (Specification page 4, lines 1-3; page 6, lines 21-23). A plurality of schedule conditions, respectively related to each of said banner beans, are inspected to determine whether each schedule condition is a bean including a banner to be embedded in the page template (Specification page 4, lines 10-12; page 7, lines 1-5). Display-image specifying information and link-destination-URL specifying information are obtained from a banner bean (Specification page 4, lines 3-7 and 12-17; page 7, lines 6-9). Display image data corresponding to the display-image specifying information, and character string information corresponding to the link-destination-URL specifying information, are transmitted to the information terminal (Specification page 4, lines 12-17; page 7, lines 10-14). The above described invention advantageously provides a method for dynamically changing contents or layouts to be embedded in a page template in accordance with a plurality of schedule conditions. This is accomplished through the unique and non-obvious combination of a page template with display-area specifying information, a plurality of banner beans related to the display-area specifying information, and a plurality of schedule conditions respectively related to each of the banner beans, such that the schedule conditions are inspected to determine whether each schedule condition is a bean

(Appeal Brief Page 6 of 26)
Minami et al. – 09/617,906

including a banner to be embedded in the page template. If so, display-image specifying information and link-destination URL specifying information are obtained from such banner bean in order to transmit corresponding display image data and character string information to the information terminal. Thus, dynamic image content creation based upon scheduling conditions is accomplished by decoupling the display image data from the page template, such decoupling being accomplished through the use of intervening banner beans that provide an association to the display image data through display-image specifying information that is obtained when a banner bean is invoked due to a schedule condition being met.

B.   CLAIM 4 - INDEPENDENT

Claim 4 is directed to a method for deciding display-information, and transmitting such display-information to an information terminal. A page-template bean for holding information (as a property) specifying an HTML file is defined, and includes a Servlet defining section that contains display-area specifying information (Specification page 8, line 22 – page 9, line 3; page 31, line 6 – page 32, line 23; FIG. 6). Content specifying information is obtained from a part bean (Specification page 9, lines 4-8; page 32, line 24 – page 34, line 15). Schedule information serving as a condition for contents to be displayed in the display area is set (Specification page 9, lines 9-11; page 36, line 20 – page 37, line 15). The part bean and display-area specifying information are related with each other (Specification page 9, lines 13-15; page 29, lines 1-15). Thus, dynamic image content creation based upon scheduling conditions is accomplished by decoupling the display-area specifying information from the content specifying information, such decoupling being accomplished by the unique and non-obvious combination of a page template bean that includes the display-area specifying information, and a part bean that includes the

content specifying information, with scheduling information being set to the part bean that serves as a condition for contents to be displayed in the display area.

C.   CLAIM 6 - INDEPENDENT

Claim 6 is directed to a system for deciding display information to be displayed in a display area. The system includes a data base to be accessed by a display-information deciding apparatus for transmitting corresponding display information in response to a request for obtaining an HTML file (such file including a Servlet defining section containing display-area specifying information as a parameter from an information terminal). The system comprises a component DB for storing a part bean that holds content specifying information (Specification page 10, lines 23-26; page 28, lines 1-11; page 40, lines 4-14; FIG. 20), and an arrangement rule DB for storing an arrangement object that holds the part bean, the display-area specifying information, and schedule information serving as a condition for the part bean to be displayed by relating (i) the part bean, (ii) the display-area specifying information, and (iii) the schedule information with each other (Specification page 11, lines 1-6; page 29, lines 1-15; page 37, lines 23-24). Thus, dynamic image content creation is accomplished by decoupling the content specifying information from the display-area specifying information, such decoupling being accomplished by the unique and non-obvious combination of a component DB including a part bean that includes the content specifying information, and an arrangement rule DB that includes the display area specifying information, with the arrangement rule DB also including scheduling information that serves as a condition for the part bean to be displayed in the display area.

(Appeal Brief Page 8 of 26)
Minami et al. – 09/617,906

PAGE 10/28 * RCVD AT 12/6/2004 2:19:42 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/3 * DNIS:8729306 * CSID:9723857766 * DURATION (mm-ss):06-52

D.   CLAIM 8 - INDEPENDENT

Claim 8 is directed to a storage medium for storing a program, the program including program

code for performing the steps recited in Claim 2 and thus the summary of Claim 2 is incorporated

herein by reference to summarize independent Claim 8.

E.   CLAIM 11 - INDEPENDENT

Claim 11 is directed to a storage medium for storing an object to be accessed by a display-

information deciding apparatus, the object being operable for transmitting display information.

The storage medium includes both (1) a banner bean that holds banner-display-image specifying

information (for specifying a display image of a banner displayed in a display area) and banner-

link-destination-URL specifying information (for specifying a link destination URL of said

banner as properties) as described at Specification page 16, lines 11-16; page 26, lines 1-16; and

(2) an arrangement object for holding said banner bean, the display-area specifying information,

and schedule information that serves as a condition for the banner to be displayed in a display

area by relating (i) the banner bean, (ii) the display-area specifying information, and (iii) the

schedule information with each other (Specification page 16, lines 17-21; page 39, line 1 – page

40, line 3).

Thus, dynamic image content creation is accomplished by decoupling the display image

specifying information from the display-area specifying information, such decoupling being

accomplished by the unique and non-obvious combination of a banner bean that holds the display

image specifying information, and an arrangement object that includes the display area specifying

information, with the arrangement object also including scheduling information that serves as a condition for the banner bean to be displayed in the display area.

GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

A.   GROUND OF REJECTION 1 (Claims 2 and 8)

Claims 2 and 8 stand rejected under 35 U.S.C. § 103(a) as obvious over Ferrel et al. (USPN 5,860,073), further in view of Davis et al. (USPN 5,796,952).

B.   GROUND OF REJECTION 2 (Claim 4)

Claim 4 stands rejected under 35 U.S.C. § 103(a) as obvious over Ferrel et al. (USPN 5,860,073), further in view of Beauchamp et al. (USPN 6,621,505 B1).

C.   GROUND OF REJECTION 3 (Claim 6)

Claim 6 stands rejected under 35 U.S.C. § 103(a) as obvious over Ferrel et al. (USPN 5,860,073), further in view of Beauchamp et al. (USPN 6,621,505 B1), and further in view of Rogers et al. (USPN 6,094,655).

D.   GROUND OF REJECTION 4 (Claim 11)

Claim 11 stands rejected under 35 U.S.C. § 103(a) as obvious over Davis et al. (USPN 5,796,952), further in view of Ferrel et al. (USPN 5,860,073), and further in view of Beauchamp et al. (USPN 6,621,505 B1).

ARGUMENT

A. GROUND OF REJECTION 1 (Claims 2 and 8)

A.1. Claims 2 and 8

With respect to Claim 2, Appellants urge that none of the cited references teach or suggest the claimed step of *"inspecting a plurality of schedule conditions respectively related to each of said banner beans to determine whether each schedule condition is a bean including a banner to be embedded in said page template"* (emphasis added). Claim 2 is contrasted to Claim 1 (which has previously been cancelled), in that Claim 2 recites that a plurality of *schedule conditions* are inspected to determine whether each schedule condition is a bean including a banner to be embedded in a page template. Claim 1, in contrast, recited inspecting a plurality of *display conditions* respectively related to each of said pieces of content specifying information to determine whether each display condition has a content to be embedded in said page template. Claim 1 thus was directed to display condition inspection for determining whether to embed content, whereas Claim 2 is directed to schedule condition inspection for determining whether to embed content. The reason for contrasting Claim 1 and Claim 2 is to establish that there exist alternate methods for determining whether to embed content – such as inspecting *display* conditions and inspecting *scheduling* conditions. These alternate methods of inspection are important, in that the Examiner states that the claimed step of inspecting a plurality of scheduling conditions is inherent to the teachings of Ferrel at col. 3, lines 45-53. Appellants show that there, Ferrel states:

"Yet another aspect of the present invention is a method of publishing and

viewing titles in an electronic publication system including a storage, comprising

the steps of creating a content object, creating a style sheet object independent of

the content object, linking the style sheet object to a control object, linking the

content object to the control object, storing the objects in the storage, retrieving

the objects from the storage, applying the linked style sheet to the content, and

displaying the styled content with the control."

As can be seen, what is taught be the cited Ferrel reference is "applying the linked style sheet to

the content". There is no expressed teaching or suggestion of any type of scheduling conditions

being used as part of this "applying" step. Nor is such missing claimed step inherent to these

teachings, as alleged by the Examiner. "To establish inherency," the Federal Circuit recently

stated, "the extrinsic evidence 'must make clear that the missing descriptive matter is necessarily

present in the thing described in the reference, and that it would be so recognized by persons of

ordinary skill.'" *In re Robertson*, 169 F.3d 743, 745 [49 USPQ2d 1949] (Fed. Cir. 1999); see also

Continental Can Co. U.S.A., Inc. v. Monsanto Co., 948 F.2d 1264, 1268 [20 USPQ2d 1746]

(Fed. Cir. 1991). Such inherency may not be established by "'probabilities or possibilities.'"

Continental Can, 948 F.2d at 1269 (quoting *In re Oelrich*, 666 F.2d 578, 581 [212 USPQ 323]

(C.C.P.A. 1981)). The Examiner states that Ferrel must inherently manage schedule issues for

content in order to successfully display disparate pieces of content concurrently. As Appellants

have previously shown, an alternate approach to managing content display was recited in Claim

1, where *display conditions* are used to manage content display. Thus, use of *scheduling*

conditions to manage content, as recited in Claim 2, is a mere probability or possibility in the

cited reference (as it is not explicitly mentioned in the cited reference), and thus it is not at all clear that the missing descriptive matter (use of scheduling conditions for conditional content display) is necessarily present in the thing described by the cited Ferrel reference. Thus, the inherency requirements stated by *Continental Can,* supra have not been met, and Claim 2 is thus shown to have been erroneously rejected as the recited step of inspecting of a plurality of scheduling conditions is not inherent in the teachings of Ferrel.

Further, per The American Heritage® Dictionary of the English Language, Fourth Edition Copyright © 2000 by Houghton Mifflin Company, the following is the normal dictionary meaning for "schedule":

sched·ule *n.*

1. A list of times of departures and arrivals; a timetable: *a bus schedule; a schedule of guided tours.*

2. A plan for performing work or achieving an objective, specifying the order and allotted time for each part: *finished the project on schedule.*

Figure 14 of the present patent application depicts a message flow showing a procedure for defining a schedule (Specification page 36, line 20 – page 37, line 15), and Figures 15-17 of the present patent application depicts a message flow showing a procedure for determining publication of a content to be embedded in a display area and generation of such content (Specification page 37, line 37 – page 40, line 3). The cited reference provides no teaching, suggestion, or hint of any use of scheduling conditions as a part of content display. Thus, a

prima facie case of obviousness has not been made with respect to Claim 2[1], as all of the claim

limitations are not taught or suggested by the cited references.

Appellants further show error, in that Claim 2 does not merely recite managing schedule

issues for content, but rather recites a particular type of schedule management. In particular,

Claim 2 recites *"inspecting a plurality of schedule conditions ... to determine whether each ·*

schedule condition is a bean including a banner to be embedded in said page template". The

Examiner has not asserted any such bean determination teaching in any of the cited references,

but merely alleges that the cited Davis reference describes a banner bean. Appellants respectfully

urge that even assuming arguendo that Ferrel inherently teaches management of scheduling

issues (which Appellants urge there is no such inherent teaching), and that Davis teaches banner ′

beans, there is still no teaching or suggestion in these combined teachings of *determining*

whether each schedule condition is a bean including a banner to be embedded in the page

template. Thus, Appellants further show that a prima facie case of obviousness has not been

made with respect to Claim 2 as there is at least one additional missing claimed element not

taught or suggested by the cited references. In addition, as a prima facie case of obviousness has

not been established by the Examiner, the burden has not shifted to Appellants to rebut an

obviousness assertion

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[1] In rejecting claims under 35 U.S.C. Section 103, the examiner bears the initial burden of presenting a prima facie case of obviousness. *In re Oetiker,* 977 F.2d 1443, 1445, 24 USPQ2d 1443, 1444 (Fed. Cir. 1992). Only if that burden is met, does the burden of coming forward with evidence or argument shift to the applicant. Id. "A prima facie case of obviousness is established when the teachings from the prior art itself would appear to have suggested the claimed subject matter to a person of ordinary skill in the art." *In re Bell,* 991 F.2d 781, 782, 26 USPQ2d 1529, 1531 (Fed. Cir. 1993) (quoting *In re Rinehart,* 531 F.2d 1048, 1051, 189 USPQ 143, 147 (CCPA 1976)). If the examiner fails to establish a prima facie case, the rejection is improper and will be overturned. *In re Fine,* 837 F.2d 1071, 1074, 5 USPQ2d 1596, 1598 (Fed. Cir. 1988). To establish prima facie obviousness of a claimed invention, all of the claim limitations must be taught or suggested by the prior art. MPEP 2143.03. *See also, In re Royka,* 490

B.   GROUND OF REJECTION 2 (Claim 4)

B.1.   Claim 4

With respect to Claim 4, Appellants show that none of the cited references teach or

suggest the claimed feature of "setting schedule information serving as a condition for contents

to be displayed in said display area to said part bean". As can be seen, Claim 4 expressly recites

a step of *setting schedule information serving as a condition for contents to be displayed*, and

this schedule information is set to the part bean. The cited Ferrel reference does not teach or

suggest any type of schedule information, including the setting of schedule information serving

as a condition for contents to be displayed, or the setting of such schedule information to a part

bean.

In rejecting Claim 4, the Examiner acknowledges that Ferrel does not teach this missing

claimed step (Office Action dated 7/02/2004, page 7, paragraph 14, where the Examiner states

"but Ferrel fails to disclose ... c) setting schedule information serving as a condition for contents

to be displayed in said display area to said part bean"). However, the Examiner goes on to state

that the cited Beauchamp reference teaches at col. 19, lines 48-67 a communication servlet that

regulates HTML output, and that this servlet operates in conjunction with a page-template bean,

which must obtain content from a part bean to operate successfully, *along with setting schedule*

information for the part (emphasis added by Appellants). Appellants urge that this cited

Beauchamp passage does not teach or otherwise suggest setting schedule information for the part

(as alleged by the Examiner), or setting schedule information to the part (as recited in Claim 4).

To the extent the Examiner is alleging that this is inherent in the teachings of Beauchamp,

Appellants show that the Examiner has failed to meet the burden of establishing inherency. In

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F.2d 580 (C.C.P.A. 1974).

relying upon the theory of inherency, the examiner must provide a basis in fact and/or technical

reasoning to reasonably support the determination that the allegedly inherent characteristic

necessarily flows from the teachings of the applied prior art. *In re King*, 801 F.2d 1324, 231

USPQ 136 (Fed. Cir. 1986); *W.L. Gore & Associates, Inc. v. Garlock, Inc.*, 721 F.2d 1540, 220

USPQ 303 (Fed. Cir. 1983); *In re Oelrich*, 666 F.2d 578, 212 USPQ 323 (CCPA 1981); *In re

Wilding*, 535 F.2d 631, 190 USPQ 59 (CCPA 1976); *Hansgirg v. Kemmer*, 102 F.2d 212, 40

USPQ 665 (CCPA 1939). Appellants respectfully urge that the Examiner has provided no basis

in fact or technical reasoning of why setting scheduling information serving as a condition for

contents to be displayed in a display area necessarily flows from the teachings of the cited

Beauchamp reference. Thus, the burden of establishing inherency has not been met by the

Examiner, per *In re King*, supra.

Finally, as every element of the claimed invention has been shown above to not be taught

or suggested by the cited references, it is shown that Claim 4 has been erroneously rejected as a

prima facie case of obviousness has not been made. In addition, as a prima facie case of

obviousness has not been established by the Examiner, the burden has not shifted to Appellants

to rebut an obviousness assertion

C.   GROUND OF REJECTION 3 (Claim 6)

C.1.   Claim 6

With respect to Claim 6, Appellants show that the cited reference does not teach or

suggest the claimed feature of "an arrangement rule DB for storing an arrangement object for

holding said part bean, the display-area specifying information, and *schedule information serving

as a condition for said part bean to be displayed in said display area by relating said part bean,*

the display-area specifying information, and said schedule information with each other". The
Examiner relies on the teachings of the cited Beauchamp reference as teaching such schedule
information. Appellants initially rebut this assertion for similar reasons to those given above
regarding Claims 2 and 4, and urge that such scheduling is not inherent in the Ferrell or
Beauchamp teachings.

Further with respect to Claim 6, Appellants show that the Examiner has expressly
acknowledged that the cited Ferrel reference does not teach either of the two primary elements
recited in Claim 6 – a component DB for storing a part bean, or an arrangement rule DB for
storing an arrangement object. To make up for this deficiency in teaching, the Examiner alleges
that the cited Beauchamp reference teaches 'use of a template that operates in conjunction with a
JavaBean', and Beauchamp 'reveals that the invention involves a communication servlet that
regulates HTML output' (page 9 of Office Action dated 1/30/2004; pages 9-10 of Office Action
dated 7/02/2004). The Examiner then states that Rogers discloses 'the use of a plurality of
databases to store and manage JavaBeans in order to allow web-based agents to access
JavaBeans'. Appellants urge that such 'broad-brush' assertion does not establish a teaching or
suggestion of the specific elements recited in Claim 6. For example, Claim 6 explicitly recites an
arrangement object that holds (1) the part bean, (2) the display-area specifying information, *and*
(3) schedule information serving as a condition for the part bean to be displayed in the display
area. The Examiner has not alleged any teaching or suggestion of any such arrangement object
holding these three items, and thus it is further shown that a prima facie case of obviousness has
not been established by the Examiner with respect to Claim 6. In addition, as a prima facie case
of obviousness has not been established by the Examiner, the burden has not shifted to
Appellants to rebut an obviousness assertion.

The claimed arrangement object, which holds the part bean, display-area specifying information and schedule information advantageously allows for efficiently maintaining such items in an arrangement rule DB, separate from the component DB, to thereby facilitate dynamic image content creation – without requiring changes to be made to an underlying HTML file or correct a server program such as a CGI - by decoupling the content specifying information from the display-area specifying information. This is accomplished by organizing a part bean, display-area specifying information and scheduling information together in an arrangement object that is stored in an arrangement rule DB, which is separate from a component DB that holds content specifying information. In addition, (i) holding the display-area specifying information in the same arrangement rule DB that holds the part bean advantageously decreases the time for retrieving parts arranged in a predetermined display area (Specification page 29, lines 1-4), and (ii) holding the schedule information that serves as a condition for displaying a part bean in the same arrangement rule DB that holds the part bean and display-area specifying information advantageously decreases the time for determining a part meeting a particular schedule condition (Specification page 29, lines 5-10).

D.   GROUND OF REJECTION 4 (Claim 11)

D.1.   Claim 11

With respect to Claim 11, Appellants show that none of the cited references teach or suggest the claimed feature of "an arrangement object for holding said banner bean, the display-area specifying information, and *schedule information serving as a condition for said banner to be displayed in a display area by relating said banner bean, the display-area specifying information, and said schedule information with each other*" (emphasis added). The Examiner relies on the teachings of the cited Beauchamp reference as teaching such schedule information.
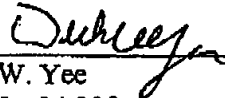
Appellants rebut this assertion for similar reasons to those given above regarding Claim 4 regarding schedule information serving as a condition for content to be displayed in said display area.

Further with respect to Claim 11, Appellants urge that none of the cited references teach or suggest an arrangement object that holds three items – a banner bean, display-area specifying information, *and* schedule information - for similar reasons to those described above with respect to Claim 6.

Still further with respect to Claim 11, the Examiner states that the cited Davis reference teaches the claimed banner bean at Col. 15, lines 20-41. Appellants urge that this passage describes use of a Java applet which is a combination ad banner and tracking program. When this applet is initialized, it is able to contact a server to obtain other resources needed in order to display images, play sounds or control the overall look and behavior. Such assertion regarding the Davis teaching does not establish any teaching or suggestion of the particular banner bean specifics recited in Claim 11 – and in particular does not establish a teaching or suggestion of a banner bean that holds both (1) banner-display image specifying information, *and* (2) banner-link-destination-URL specifying information for specifying *a link destination URL* of said banner as properties. Thus, the Examiner has failed to establish a prima facie showing of obviousness with respect to Claim 11, and the burden has not shifted to Appellants to rebut such obviousness assertion.

CONCLUSION

It is respectfully submitted that the Examiner has erred in the rejection of all pending claims in this case, and Appellants request that the Board reverse the Examiner's rejection of Claims 2, 4, 6, 8 and 11.

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(Appeal Brief Page 20 of 26)
Minami et al. – 09/617,906

CLAIMS APPENDIX

The text of the claims involved in the appeal are:

2.   A display-information deciding method, executed by a display-information deciding apparatus, for transmitting display-information to an information terminal having a display screen and an input unit, comprising the steps of:

(a)   analyzing a page template specified by a display-information obtaining request sent from the information terminal;

(b)   obtaining display-area specifying information from said page template;

(c)   obtaining a plurality of banner beans related to said display-area specifying information in the display-information deciding apparatus;

(d)   inspecting a plurality of schedule conditions respectively related to each of said banner beans to determine whether each schedule condition is a bean including a banner to be embedded in said page template;

(e)   obtaining display-image specifying information and link-destination-URL specifying information from a banner bean judged as a bean including a banner to be embedded in the page template; and

(f)   transmitting display image data corresponding to said display-image specifying information and character string information corresponding to said link-destination-URL specifying information to the information terminal.

4.   A display-information deciding method, executed by a display-information deciding apparatus, for transmitting display information to an information terminal having a display screen and an input unit, comprising the steps of:

(a)   defining a page-template bean for holding as a property information for specifying an HTML file, including a Servlet defining section containing display-area specifying information as a parameter;

(b)   obtaining content specifying information from a part bean determined to be a part bean for holding content specifying information for specifying content of a part displayed in a display area as a property;

(c)   setting schedule information serving as a condition for contents to be displayed in said display area to said part bean; and

(d)   holding said part bean and display-area specifying information by relating said part bean and said display-area specifying information with each other.

6.   A display-information deciding system including a data base to be accessed by a display-information deciding apparatus for transmitting corresponding display information in response to a request for obtaining an HTML file including a Servlet defining section containing display-area specifying information as a parameter from an information terminal having a display screen and an input unit, comprising:

(a)   a component DB for storing a part bean holding content specifying information for specifying the content of a part displayed in a display area as a property; and

(b)   an arrangement rule DB for storing an arrangement object for holding said part bean, the display-area specifying information, and schedule information serving as a condition

for said part bean to be displayed in said display area by relating said part bean, the display-area specifying information, and said schedule information with each other.

8.   A storage medium for storing a display-information deciding program, executed by a display-information deciding apparatus, for transmitting display information to an information terminal having a display screen and an input unit, wherein the program includes:

(a)   program code for instructing the display-information deciding apparatus to analyze a page template specified by a display-information obtaining request sent from the information terminal;

(b)   program code for instructing the display-information deciding apparatus to obtain display-area specifying information from said page template;

(c)   program code for instructing the display-information deciding apparatus to obtain a plurality of banner beans related to said display-area specifying information in the display-information deciding apparatus;

(d)   program code for instructing the display-information deciding apparatus to inspect a plurality of schedule conditions respectively related to each of said plurality of banner beans and determine whether each schedule condition is a bean including a banner to be embedded in said page template;

(c)   program code for instructing the display-information deciding apparatus to obtain display-image specifying information and link-destination-URL specifying information from a banner bean judged as a bean including a banner to be embedded in said page template; and

(f)   program code for instructing the display-information deciding apparatus to

transmit display image data corresponding to the display-image specifying information and character string information corresponding to said link-destination-URL specifying information to the information terminal.

11.   A storage medium for storing an object to be accessed by a display-information deciding apparatus for transmitting the corresponding display information in response to a request for obtaining an HTML file including a Servlet defining section containing display-area specifying information and display attribute information as parameters sent from an information terminal having a display screen and an input unit, comprising:

(a)   a banner bean holding banner-display-image specifying information for specifying a display image of a banner displayed in a display area and banner-link-destination-URL specifying information for specifying a link destination URL of said banner as properties; and

(b)   an arrangement object for holding said banner bean, the display-area specifying information, and schedule information serving as a condition for said banner to be displayed in a display area by relating said banner bean, the display-area specifying information, and said schedule information with each other.

EVIDENCE APPENDIX

There is no evidence to be presented.

RELATED PROCEEDINGS APPENDIX

There are no related proceedings.